

## CLAIMS

We claim:

5           1. A method for a third party to monitor and direct a business transaction between a buyer and seller comprising:

agreement between a buyer and seller to the terms of a buyer protection service to transact a product purchase;

accept transaction information;

10          receive buyer payment issued to buyer protection service;

clear payment and place payment on deposit;

inform seller of payment received and to ship product;

monitor for product receipt and buyer evaluation;

determine to release buyer payment to buyer or seller; and

15          close the transaction.

2. A method as claimed in claim 1 where said agreement, said accept, said inform, said monitor and said close are comprised of communication between the buyer, seller and buyer protection service through the Internet Web e-mail, a buyer protection service operated Internet Web site or a combination of the Internet Web e-mail and buyer protection service operated Internet Web site.

3. A method as claimed in claim 1 where said agreement further comprises defining the method and financial responsibility of a forward or return product shipment with shipment insurance and shipment registration with return receipt.

4. A method as claimed in claim 1 where said transaction information comprises information provided by the buyer or seller.

30          5. A method as claimed in claim 1 where said transaction information comprises: buyer name, E-mail and correspondence address;

seller name, E-mail and correspondence address;  
identification of the product to be sold;  
purchase price and applicable tax of the product; and  
type of payment.

5

6. A method as claimed in claim 1 where said buyer payment comprises the product purchase price, applicable tax and buyer protection service fee.

10 7. A method as claimed in claim 1 where said determine to release buyer payment further comprises the buyer protection service releases product payment less buyer protection service fee to seller after said buyer informs buyer protection service buyer accepts the received product.

15 8. A method as claimed in claim 1 where said determine to release buyer payment further comprises:

receives notice from buyer of product rejection;  
informs buyer of return method;  
informs seller of product rejection and return;  
receives notice from seller product return received; and  
20 returns buyer payment less buyer protection service fee to buyer.